

## REPORT REPRINT

# IntelPeer accelerates its focus on enterprise digital transformation post-COVID-19

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The CPaaS provider experienced added momentum post-COVID-19 and is accelerating its roadmap with a focus on enterprise digital transformation, looking to help organizations deploy embedded real-time communications that enhance the customer experience and streamline internal operations.

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### Introduction

IntelePeer is positioned as a communications PaaS (CPaaS) provider, delivering cloud-based, omnichannel business communications for customer engagement and employee productivity. In the past two years, it has expanded its focus to enterprise CPaaS with product updates – including integrations to premises contact center and CRM – and new products that aim to help organizations enhance the customer experience and streamline internal operations.

The latter include Atmosphere SmartFlows, a visual designer for automated omnichannel, communications-enabled workflows; Atmosphere Engage, an omnichannel campaign management application; and Atmosphere Insights, an analytics suite that provides on-demand intelligence into customer interactions across the Atmosphere platform.

IntelePeer has seen continued growth and customer activity accelerate as a result of the COVID-19 pandemic, which is creating a sense of urgency for the digitalization of the customer experience. Looking to address these requirements, it is accelerating its product roadmap to further expand its focus on the enterprise, and support digital transformation initiatives post-COVID-19.

### 451 TAKE

Its focus on the enterprise segment has been an important differentiator for IntelePeer, cementing its positioning as a CPaaS 2.0 vendor in recent years. This is evident from updates in its product roadmap, including capabilities that are becoming increasingly relevant post-COVID-19 – such as an analytics suite, support for omnichannel and social media customer engagement, and integrations to third-party enterprise applications. IntelePeer faces intense competition, but its focus on continuous innovation and enterprise CPaaS 2.0 differentiate its offering, placing it in a good position to benefit from the growing demand for enabling technologies for enterprise digital transformation.

### Company background

Founded in 2003, IntelePeer is a privately held company based in San Mateo, California. It currently has over 200 employees. The company has raised \$101m to date. 451 Research's MAKB KnowledgeBase shows that IntelePeer has made one acquisition – contact center software provider Advantone in October 2015. IntelePeer targets mid-sized to large enterprises across different verticals, including healthcare, retail and direct response, consumer goods, professional services, transportation and manufacturing. Named customers include Unimed, Apex Logistics, Secure Transportation and Solutran.

Recent projects with new customers looking to accelerate the digital delivery of the customer experience post-COVID-19 include automating the post-claim, voice-directed feedback collection for a European health insurance provider; consolidating outbound multichannel and automating payment collection for an identity theft protection and cybersecurity provider; developing multichannel customer notifications and instructor scheduling for a gym chain with more than 700 clubs; and automated routing of inbound calls based on customer-provided information for a supplier of compressed gas and equipment.

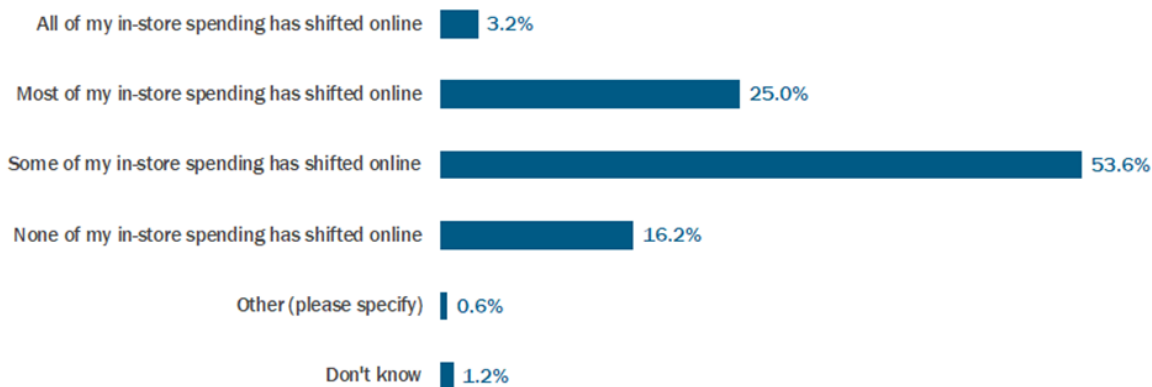
## Context

We've previously noted that the COVID-19 outbreak is influencing changes in consumer spending behavior that are driving the digitalization of the customer experience. Our Voice of the Customer: Macroeconomic Outlook, Consumer Spending survey shows that four out of five respondents (82%) have shifted some (54%), most (25%) or all (3%) of their in-store spending online as a result of the COVID-19 pandemic.

Furthermore, respondents cited telehealth (24%), takeout and delivery services (24%), and streaming video services (21%) as the top categories of products/services they have purchased due to COVID-19 that they were not using before, highlighting the digitalization of traditional brick-and-mortar establishments – i.e., hospitals and clinics delivering telehealth services, restaurants and grocery stores shifting to online ordering and home delivery, and movie theaters moving to streaming entertainment online.

CPaaS played a key role in the emergence of digital-native companies that disrupted the transportation and hospitality industries such as Airbnb, Lyft and Uber. The digitalization of the customer experience is now expanding to the mainstream enterprise; we expect this will accelerate the emergence of CPaaS as a key component for enterprise digital transformation.

### COVID-19 Is Influencing a Shift From In-Store to Online Spending



*Q. Approximately how much of your spending - if any - that is typically done in-store have you shifted online as a result of the coronavirus (COVID-19) situation?*

Source: 451 Research's Voice of the Customer: Macroeconomic Outlook, Consumer Spending August 2020

## Product updates

IntelePeer's Atmosphere Communications Platform was built internally, and is backed by the company's highly available triple-redundant network. It delivers voice, messaging, workflow automation, ready-to-use applications, open APIs and analytics. Enterprises can use the platform to orchestrate communications across channels, business processes and applications.

The company also provides voice and messaging enablement for technology partners such as unified communications and contact center providers. These strategic partners tightly integrate IntelePeer's services as part of their end-user applications and services.

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IntelePeer continuously delivers capabilities that aim to make it easier for customers to create products with its no-code/low code platform – such as additional API integrations, support for more channels, and advanced AI-enabled capabilities. These include:

- **No/low-code omnichannel automation.** Drag-and-drop interface with no coding required that enables quick deployment and has API-enabled deep integration to existing applications and services.
- **Compliance updates.** These include HIPAA, PCI, GDPR and CDPA.
- **Best-of-breed AI and NLP.** Click-to-configure AI using the latest technology from Amazon, Google, Microsoft and IBM with purpose-built actions that use the best provider for each scenario.
- **Deep integrated analytics.** Measures automation and communications performance across every interaction through built-in customizable dashboards and business outcome metrics, such as sales value, call disposition and A/B testing indicators.
- **Ease of use and implementation.** The platform provides off-the-shelf integrations with common business applications and communications platforms such as Salesforce and Zendesk, WhatsApp, Facebook and more, as well as managed offerings and an extensive implementation partner network.
- **Social media integrations.** These include WhatsApp, Facebook Messenger and Twitter.

The company's product roadmap aims to build on these innovations to further expand the platform's capabilities, with upcoming innovations such as new partnerships with leading premises contact center offerings from Avaya and Cisco, and IPaaS providers such as MuleSoft, to further expand its network of developers and integrations; support for STIR/SHAKEN – a suite of protocols intended to combat caller-ID spoofing on public telephone networks; ML-driven insights and automations; cross-platform customer experience analytics with integrations to digital/mobile analytics platforms such as Google Analytics; advanced capabilities for conversational AI, virtual assistants and ML-driven automation; and support for bring your own carrier.

### Competition

The CPaaS landscape has seen a growing number of vendors with different approaches for embedded, real-time communications entering the space in recent years. Key competitors for IntelePeer include industry pioneers Twilio and Nexmo (now Vonage) as well as other CPaaS providers that are targeting the enterprise segment such as Switzerland-based Mitto, New York-based Voximplant and Sydney-based Soprano Design.

While not direct competitors with IntelePeer, major cloud providers are increasingly overlapping into the CPaaS segment. These include vendors such as Amazon Web Services and Google Cloud Platform (both of which offer similar services), and Microsoft, which recently launched Azure Communication Services, a fully managed communications platform.

### SWOT Analysis

#### STRENGTHS

Its product roadmap and trajectory highlight a strong focus on enterprise digital transformation. Coupled with its partner network, these are key strengths that provide an important differentiation.

#### WEAKNESSES

Developer-focused vendors still retain a dominant mindshare within the CPaaS space. The company can benefit from expanding its efforts to evangelize its differentiated approach and focus on the enterprise.

#### OPPORTUNITIES

Changes in consumer spending behavior highlight the mainstream digitalization of the customer experience; we expect this will accelerate the emergence of CPaaS as a key component for enterprise digital transformation.

#### THREATS

The CPaaS landscape has become increasingly competitive with a growing number of vendors – including major cloud providers such as Microsoft – increasingly overlapping into CPaaS.